

# AAA Members and Pet Care

✓ **58% of AAA Members** owns at least one pet

✓ **34% of AAA Members** visit the veterinarians office 1-3 times in the last 12 months



Pet Ownership:	Non-AAA Member	AAA Member
<b>Any pet</b>		
<b>Dogs:</b>	<b>46%</b>	<b>42%</b>
One	26%	26%
Two	13%	11%
<b>Cats:</b>	<b>24%</b>	<b>26%</b>
One	13%	14%
Two	7%	8%
<b>Pet Products:</b>		
Purchase Flea/Tick products	39%	39%
Dog Food Dry/Canned	60%	56%
Cat Food Dry/Canned	35%	39%
Cat Treats	12%	13%
Dog Treats/Biscuits	36%	35%
Cat Litter	20%	23%
<b>Where Purchase Pet Products:</b>		
Grocery Store	30%	29%
Discount Store	11%	10%
Wholesale Membership Club	5%	6%
Petco	9%	12%
PetSmart	12%	15%
Other Pet Specialty Stores	6%	7%
Veterinarians Office	13%	14%
Internet/Catalog	4%	8%

Pet Care In the last 12 months:	Non-AAA Member	AAA Member
Veterinarian Visits:		
4 times	4%	5%
5-6 times	3%	4%
7 plus times	2%	3%

**25% of AAA Members** consider raising pets as a leisure activity

Source: 2013 GfK MRI Doubibase



Contact Information: